

Who is Who at Hawaii Tourism Europe

Thomas Drechsler was born in Bamberg, Germany, in 1966. He successfully completed a 4-year course in Travel Management at University Heilbronn, graduating in 1994 with an official diploma in International Tourism and Travel Management.



As part of his studies, between 1992 – 1993 he completed a 18 months internship with tour operator APT in Los Angeles, USA. Following his graduation in 1994, Thomas worked with Go America Tours, sister company of the German LTU group between 1994-

96. Both positions in the US involved marketing and sales activities, as well as contracting.

In August 1997, Thomas joined The Mangum Group as Account Manager for various tourism clients. Since January 2004, he has been acting as Account Director Continental Europe for Hawaii Tourism Europe.

Preferred spare time activities: swimming, riding his bike, running or chasing his Golden Retriever. He is always training for the next race and shares this enthusiasm with his little daughter Eve, who has got definitely the more comfortable part in this marathon.

Vicky Moore was born in Somerset, England in 1971 and has over 10 years experience within the Travel Industry, starting her career in the Northern Mariana Islands with Northwest Airlines' Airlink Partner, Pacific Island Aviation. In her subsequent role at the Hawaii Visitors & Convention Bureau she developed considerable knowledge of the



Hawaiian Islands where she spent 4 years working with the membership, understanding their requirements and gaining valuable experience of working with the local population.

Returning to the UK in 2000 Vicky has continued to work on the Hawaii account gaining extensive experience with UK tour operators, developing partnership programmes, marketing initiatives and training incentives. Vicky joined Hills Balfour as the Sales & Marketing Manager for the Hawaii account in January 2004 where she continues to passionately market Hawaii.

Vicky's spare time is now absorbed in developing her decorating skills as she is currently renovating her old English cottage, though she now wonders if maybe a more modern house would not suit her better!

CONTACT DETAILS

The Mangum Group

Sonnenstr. 9
D-80331 München
Germany
Tel. +49 (89) 23 66 21 97
Fax: +49 (89) 23 66 21 99
Email: Hawaii@mangum.de
Internet: www.mangum.de

Hills Balfour Ltd.

Notcutt House
36 Southwark Bridge Road
London SE1 9EU
United Kingdom
Tel. +44 (20) 7922 1100
Fax +44 (20) 7928 0722
E-Mail: Hawaii@hillsbalfour.com
Internet: www.hillsbalfour.com

World Travel Market



Celebrating its 25th anniversary, World Travel Market (WTM) is now firmly established as the world's leading travel exhibition. WTM brings the industry's most prominent figures together to negotiate new contacts, develop exisiting relationships and set strategies for the future.

The Hawaii Tourism Europe team are already planning a host of events to take place during the show and are looking at a wide range of options to consider for this show in November, from press conferences, one-to-one appointments with trade and media and hosted events, both during the show and outside of the show.

If you are interested in joining Hawaii Tourism Europe at WTM, please register your interest with Vicky Moore at vickymoore@hillsbalfour.com. More information can be obtained from the WTM website <http://www.worldtravelmart.co.uk>.

Dole & Hawaii Promotion

The European Dole & Hawaii promotion started effective April 12 and will bring 2,2

mio. Hawaii branded pineapples and 18

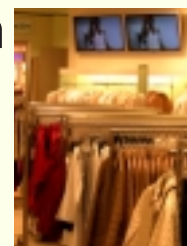
mio. Hawaii branded bananas to Germany, Austria, Switzerland, Scandinavia and Eastern European countries. The campaign will be promoted in hundreds of retail markets with posters and 60.000 Dole & Hawaii postcards. A multi-language mini Dole & Hawaii site has been created within hawaii-tourism.de. Since the start of the promotion, page impressions of the website have increased more than 300%.



SinnLeffers

Hawaii Promotion

The dream destination Hawaii is topic of the new in-store program of SinnLeffers, young fashion chain of Karstadt, Germany's largest department store. In all 48 German-wide shops, a 4 minute Hawaii report is repeated 20 times a day on large TV screens, present all over the shop. This promotion with Hawaii destination report, fashion tips and music clips takes place all April and will address some 1,5 mio. people.



GATORADE Half IRONMAN UK

Page & Moy taking Ironman UK competitors one step closer to Hawaii

Competitors at the 2004 GATORADE Half IRONMAN UK Triathlon aiming for a top spot at the IRONMAN championships will be pleased to know that Page & Moy have joined the event as the 'Official Travel Sponsor,' offering discount deals for Hawaii qualifiers and competitions to win holidays to Kona, Hawaii.

The 2004 GATORADE Half IRONMAN Triathlon will benefit from Page and Moy's exclusive offers to those who qualify for race spots in Hawaii, along with a package for each athlete taking part at the UK race. Representatives of Page and Moy & Hawaii Tourism Europe will be present on race day, Sunday 22nd August at the race expo at Sherborne Castle.

The 2004 GATORADE Half IRONMAN Triathlon consists of a 1.2 mile swim, a 56 mile bike ride and a 13.1 mile run and pits amateur athletes against the professionals over a stunning course that is based at Sherborne Castle. To find out more about the 2004 Gatorade Half Ironman UK Triathlon visit the event website www.ironmanuk.com.

Pow Wow, Los Angeles (April 24 – 28)

The 36th Annual International Pow Wow, the world's premier travel trade show, was held April 26-28 in Los Angeles. HTE participated together with HTA and HVCB's Island Chapters. The event gave HTA/HTE and its marketing team the opportunity to develop new partnerships and maintain existing relationships with more than 140 international wholesalers, the majority participating from Continental Europe and the UK.



Launch of UK Website

www.hawaii-tourism.co.uk

The new UK website will be launched in June. The website will offer a broad variety of general information on Hawaii and its islands, trip planning information and news on the destination. A special section for media partners offers access to a Hawaii image library, story ideas and current press releases. Tourism partners will find useful details on tour operators and news from the Hawaii travel industry. A newsletter sent out to trade partners and consumers will complete the information tools on Hawaii.



Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to **s.bisle@mangum.de**, giving us your complete contact details. Thank you.

Invitation to EIBTM 2004

EIBTM is the premier international event dedicated to the global meetings and incentive industry. It will be held Nov 30 – Dec 2, in Barcelona, Spain. HTE will be present with a Hawaii booth and invites all travel industry partners interested in business from the MICE market to participate at EIBTM. For further information on the show pls. see www.eibtm.ch.

For participation conditions please contact Silvia Bisle, s.bisle@mangum.de.

Premier Travel Holiday Show

Sunday 12th September

HTE will be exhibiting at the Premier Travel Holiday Show being staged at the Millennium Grandstand, Newmarket Racecourses in Cambridge in conjunction with

Norwegian Cruise Lines. Premier Travel will be providing a team of over 50 support staff to provide tour operators with back up and to man the Booking Centre which provides a Travel Agency style service on the day with access to viewdata, telephone, fax and internet connections.

Kuoni/NCL Luau

Merrie Monarch winners, Halau Hula O'Kawaili'ula will be performing at several venues throughout London from the 4th to 10th June 2004. HTE is working in conjunction with Gresham & Burbeck college to sponsor the Hulau and have put together arrangements for a performance at the NCL brochure launch to Kuoni's millionaire members (Kuoni's best selling retail agents) on the evening of June 8th, in the theme of a Hawaiian Luau at the Thistle Charing Cross Hotel, London.

Invitation to Top Resa 2004

Top Resa will take place Sept 30 – Oct 02, 2004 in Deauville near Paris, France. This show is France's leading event for the travel & tourism industry and platform no. 1 for business with French tour operators and travel agents. HTE will have a stand within the U.S. Pavilion and welcomes you to join the Hawaii booth. For further information on the show pls. see www.topresa.com. For participation conditions please contact Silvia Bisle, s.bisle@mangum.de.



Hawaii is OK!

In April Hawaii featured in over 25 UK trade and consumer publications promoting travel and tourism to the islands.

One of the highlights was a double page spread in the celebrity lead publication, OK! Magazine. With a weekly circulation of 575,000, the dedicated Hawaii feature was themed around the recent release of the blockbuster romantic comedy of 50 First Dates. The feature included details on where to stay and what to do in 'America's most exotic state' and include the UK's office's information numbers.....so our phones have been ringing off the hook with enquires!

Dertour - Destination of the Month Prize draw

The Dertour Destination of the Month raffle challenged the Hawaii knowledge of some 780 travel agents. Various questions, distributed in 3 monthly Hawaii faxes to German travel agencies - total circulation over 31,000 - were the key to the right answer "Kapiolani". The winner was surprised personally with the good news. Besides the fax mailing, the Destination of the Month campaign comprised a Hawaii supplement in 130.000 Geo Saison magazines and mailing of Hawaii window displays to more than 10.000 agencies.

Marketing & PR Calendar

Blue Line Event, Switzerland (May 15)

Hawaii Promotion with TQ3 at Salomon surf collection launch event.

Cube Shooting in Hawaii (May 22-28)

Cube, one of Europe's largest bicycle manufacturers, chose Hawaii for its catalogue shooting. The shooting will result in a Hawaii themed catalogue with trip planning information, editorials etc.

Arts with Aloha Fam / Oahu (May 18-23)

Participation of German Sunday newspaper Frankfurter Allgemeine Sonntagszeitung circulation 375.600 and additional individual Hawaii fam.

Hawaii in Joy (May/June)

5 pages Hawaii portrait in Joy, one of the leading female magazines, circulation 400.000. Result of general pr activities.